

# Investment Banking For Dummies

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## Investment Banking For Dummies

Investment Banking For Dummies Cheat Sheet. By Matt Krantz, Robert R. Johnson. Investment banking has a big impact on the world you live in, whether you have investments or not, and understanding what investment bankers do is important. Part of investment banking has to do with mergers and acquisitions, like why companies buy other companies and what's in it for them.

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Investment Banking for Dummies – Note. Investment bankers are basically financial brokers who work on commission and help companies raise funds, identify merger targets. Investment Banking Functions. Raising Capital & Security Underwriting – Investment Banks act as middlemen between a company that wants to issue new securities and the buying public. So basically it helps a company who is in need of capital or funds, by issuing securities.

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Investment banking is a method of controlling the flow of money. The goal of investment banking is channeling cash from investors looking for returns into the hands of entrepreneurs and business builders who are long on ideas, but short on bucks.

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*Investment Banking For Dummies* remedies common misconceptions with a straightforward assessment of banking fundamentals. Written by experts in stock market proceedings, this book runs parallel to an introductory course in investment banking.

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This book is great introduction to the investment banking

industry. It would be phenomenal for a high schooler or college 1st year/2nd year looking to get into finance and investment banking. This would be a great first step toward other more complicated texts.

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